

# Proposal Writing Strategies



Proposals are the single most important document your organization produces. In this workshop, your employees will receive the tools they need to write concise, effective proposals that win by using a well-designed strategy.

## Participant Outcomes

- Recognize **what makes an effective proposal**
- Analyze RFP (Request for Proposals) for **“hot button” customer needs**
- Design **reader-focused proposals** with an **easy-to-use process approach**
- **Communicate efficiently** with the proposal team to develop all phases of the proposal

## Material Covered

- Understanding the RFP
- Developing a Win Strategy
- The Writing Process
- Storyboards and Mockups
- Writing an Effective Executive Summary
- Red Team Reviews

## Workshop Info

<b>Pricing*</b>	\$23,750
<b>Max Participants</b>	25
<b>Length &amp; Delivery</b>	3-day, 2 Consultant In-Person

Price includes customization, workshop material, pens, prizes and follow-up coaching for 3-months. Firm-fixed pricing available.

\*Talk with an IFI consultant for additional pricing, content and delivery options.

## Organizational Outcomes

- Improved proposal win percentage
- Increased customer satisfaction and loyalty
- Less organizational stress with writing proposals



## Just a Little Bit Better

Habits & skills form when we consistently and regularly apply principles, becoming just a little bit better one “drop” at a time.

Our training process transfers skill through:

- **Pre-workshop customization**
- **Engaging, tool-based workshops**
  - Fun, 70% exercise-based workshops
- **Regular post-workshop follow-up**
  - Follow-up for one year following training

Find out more at <https://ifitraining.com/pws>